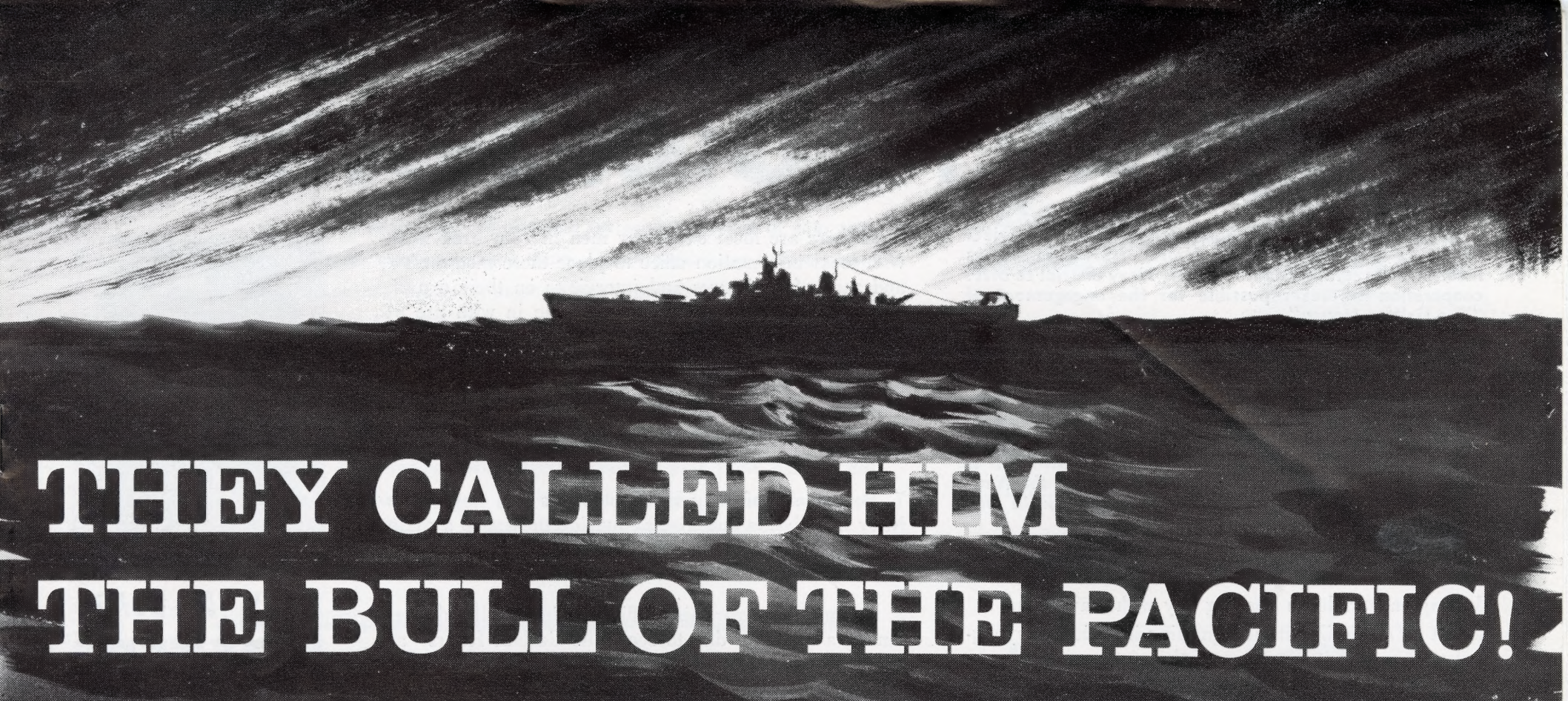




**THEY CALLED HIM
THE BULL OF THE PACIFIC!**

**"Find the enemy
and attack...
repeat
attack!"**

*This Was The Order
Of The Day By The
Bull Named Halsey...
And This Was The
Roar Heard 'Round
The Pacific!*

Robert Montgomery
presents

*This is
the salty,
personal log
—the deeply human
story—of the bristling
bulldog whose hell-raisers
turned the tide!*

James Cagney as **Admiral Halsey**
THE GALLANT HOURS

with DENNIS WEAVER / Produced and Directed by ROBERT MONTGOMERY / Screenplay by BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Released thru UNITED  ARTISTS

T H E A T R E

U. S. NAVY CO-OPERATION!

Rear Admiral Charles C. Kirkpatrick, head of CHINFO (Chief of Information of the United States Navy) has informed the commandants of every Navy district to offer cooperation wherever possible for the engagement of "The Gallant Hours."

Navy Recruiting in the Pentagon has notified every Recruiting Officer in the country, both in major cities and in sub-recruiting offices to cooperate with local exhibitors. This cooperation involves the participation of Navy personnel and equipment.

Although there is cooperation between both units, The Office of Public Information and Navy Recruiting, it is suggested that you contact both branches of the Navy Department to coordinate their participation in this campaign.

Here Are Some Specific Suggestions:

1. Stage a parade on opening day with Navy band.
2. Set up an exhibition of signalling in which Navy signal men spell out the name of the picture, with megaphone voice interpreting. Use semaphore flag system in front of your theatre and the blinker light system flashed on clouds or walls for off-theatre effects.
3. Arrange for display of battle flags, battle trophies, Navy insignia of all kinds, ship models or photographs including landing boats, carriers, etc.
4. Work with Navy Recruiting office for display of scene still and other material to supplement "A" board display.

5. If there are local ex-Halsey men in your area work with local information office to place these men on TV and radio for pictures and interviews on their experiences during action in the Pacific. Tie in with use of teaser ads and suggestions (see page 3).

6. Arrange for groups of Sea Scouts or Explorers to tour a Navy ship or installation as "guests" of Montgomery and Cagney. Wind up with visit to theatre and cover for pictures and interviews.

7. Borrow set of Flag Hoist pennants and flags from Navy installation and display outside theatre in a plain language hoist reading "The Gallant Hours." Let flags run from roof to marquee.

8. Arrange for Recruiting Officer to invite all enlistees during a specified day to see "The Gallant Hours" as guests of the theatre. Follow up with radio, newspaper or TV interview on "Why I joined the Navy."

9. Special editorials and other publicity material has been supplied to the Navy for local planting to coincide with your playdate.

10. TV SPECIAL 20-SECOND SPOT narrated by James Cagney is in hands of all Navy officers. They will work with you in planting this spot to help get your playdate off to a good start.

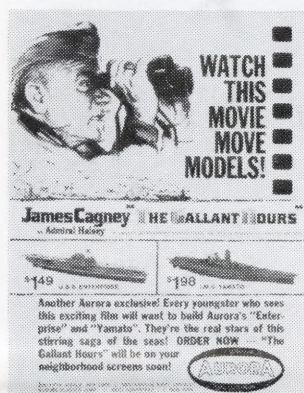


NAVY "A"-BOARD POSTERS

Every Navy recruiting unit has enough of these specially prepared "A" Board posters to cover their needs. Work with your local Navy unit to post these with your playdate snipe. They have been advised to cooperate with you.

WINDOW CARDS

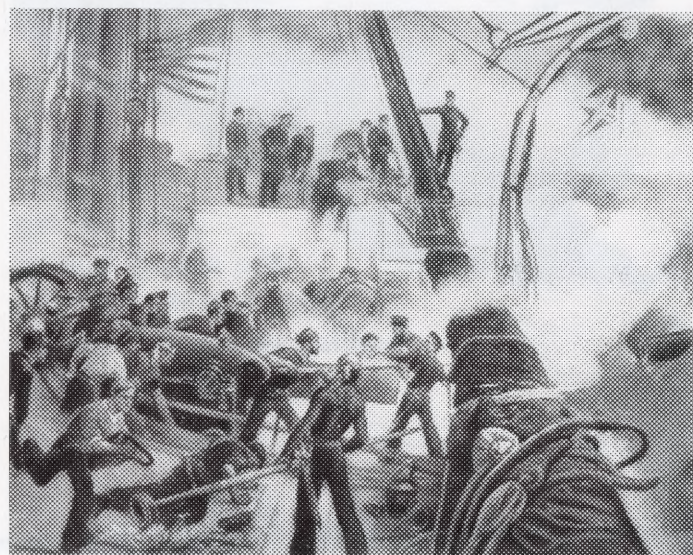
A window card using same art as the "A" board has been supplied to all Navy offices and they will work with you in planting these cards in best windows around town. Give them your best cooperation.



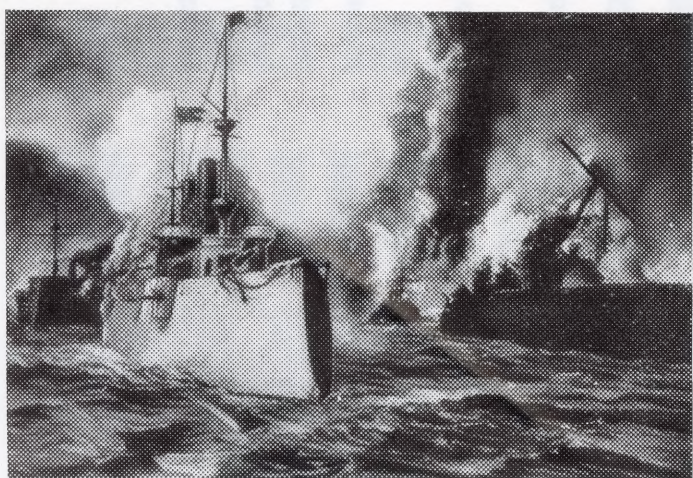
"AURORA" Modeling Kits Set Up Local Navy Ship Contest!

These Aurora models of the U.S.S. Enterprise and the Japanese flagship "Yamato" are sold wherever toys are sold including thousands of chain stores. A counter card based on the trade and shown here is in the hands of all dealers. Work with them for store and window displays and sponsorship of the contest described right.

Set up your own Aurora Models Contest in the following manner: Arrange with stores selling these models to sponsor a contest open to youngsters from 10 to 14 for best models made from an Aurora Enterprise or Yamato model. Stores set up special displays of these Aurora models with scene stills, posters and the special display supplied by Aurora illustrated here. You announce the contest in your lobby and on your screen. Contestants must also write a short essay telling why they'd like to see "The Gallant Hours." Display models in lobby and in store windows. Award promoted prizes and guest tickets for best models.



1. Admiral Farragut's Gallant Hours: "Damn the torpedoes, full steam ahead." (Still GH-X-1)



2. Admiral Dewey's Gallant Hours: "Remember the Maine." (Still GH-X-2)

"THE GALLANT HOURS" IN AMERICA'S GREAT WARS! Can You Identify Them?

WIN PRIZES!

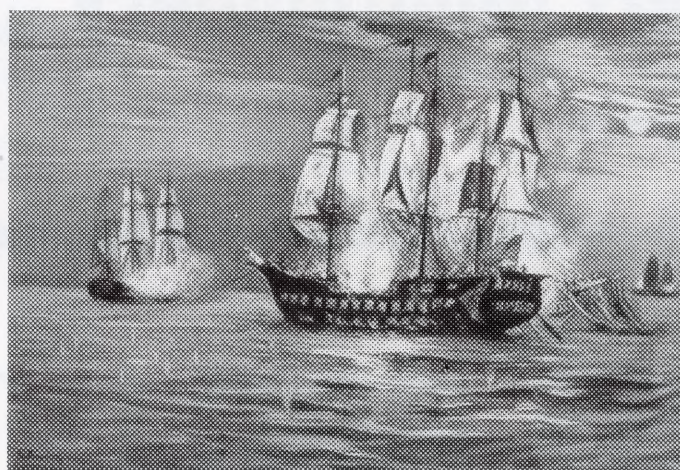
Newspaper Story

Readers Win Prizes In "Gallant Hours" Identity Contest!

The heroic title of the exciting new motion picture, "The Gallant Hours" which opens on at the Bijou Theatre has led Manager . . . and this newspaper to offer prizes to those readers who can identify the wars in which the gallant hours described by the accompanying pictures and captions occurred.

The contest is open to all and there are enough clues in the short descriptions under each picture to give everybody an equal chance to win a prize. So put your thinking cap on, jog your memory, test your knowledge of American history and have a lot of fun with "The Gallant Hours" contest.

All you have to do is fill in the names of the wars which fit the gallant hours described here and send them along with a 25-word tie-breaking statement telling why you'd like to see James Cagney as Admiral "Bull" Halsey in "The Gallant Hours"!



3. Admiral John Paul Jones' Gallant Hours: "I've just begun to fight." (Still GH-X-3)

Stage the Contest This Way:

Set it up with your local newspaper editor as a three-day contest, using one picture with caption each day, or as a Sunday feature, using all three pictures and captions. The caption under each picture gives easy clues. All contestants need do is to send their answers in to the newspaper or to your theatre. The first twenty-five contestants giving correct answers together with a 25-word tie-breaking statement telling why they'd like to see James Cagney as Admiral "Bull" Halsey in "The Gallant Hours" win guest tickets to see the picture or promoted prizes. Newspaper uses story at right with scene still from publicity section. The contest stills are also available for use as lobby display.

Order stills by number from National Screen Exchange.

◀ **All On MAT (2D)**
Caption to be set locally.

ANSWERS: 1. The Civil War. 2. Spanish-American War. 3. The American Revolution.

TEASER CAMPAIGN ▶

These four teaser ads are designed for use in advance of your regular display campaign. Spot them, run-of-paper, day before opening or use on amusement page on four successive days. Also enlarge direct from here for lobby tack cards.

A LOCAL ANGLE! If there are local veterans who served under Admiral Halsey run additional ads patterned after these teasers substituting local veterans photos plus their names. Enlarged, localized teasers can be used in lobby and in windows in barber shops, men's wear shops, department stores.

THIS WAS THE BULL OF THE PACIFIC!

His name was Halsey—But The Enemy Spelled It "Hell"! This Is His Story... Deeply Human And Depth-Charged! A Story That Goes Beneath The Battle Ribbons Of An Admiral—Below The Decks Of A Fighting Fleet...To Bring You The Burning, Personal Side Of War!



This is the salty, personal log—the deeply human story—of the bristling bulldog whose hell-raisers turned the tide!

Robert Montgomery presents

James Cagney
as **Admiral Halsey**

THE GALLANT HOURS

Produced and Directed by

Screenplay by

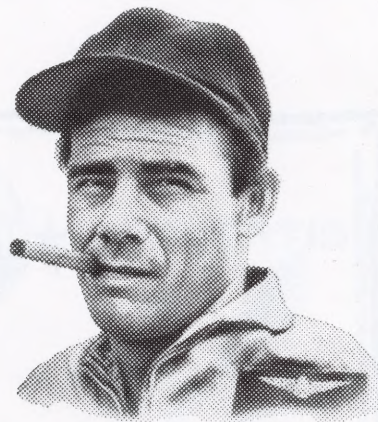
With **DENNIS WEAVER** • **ROBERT MONTGOMERY** • **BEIRNE LAY** and **FRANK GILROY**
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture • Released thru **UNITED ARTISTS**

T H E A T R E

3 Cols. x 166 Lines—498 Lines (36 Inches)

Mat 301

**"I'm
one
of
Halsey's
men!"**



**THE
GALLANT HOURS**
THE STORY OF ADMIRAL HALSEY
COMING SOON

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 208

**"I'm
one
of
Halsey's
men!"**



**THE
GALLANT HOURS**
THE STORY OF ADMIRAL HALSEY
COMING SOON

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 210

**"I'm
one
of
Halsey's
men!"**

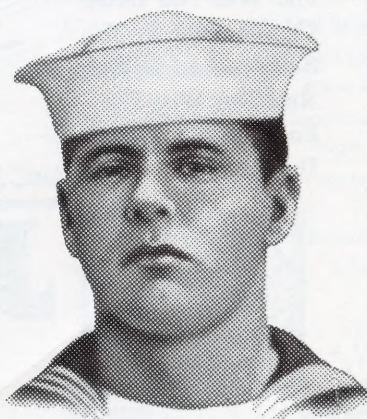


**THE
GALLANT HOURS**
THE STORY OF ADMIRAL HALSEY
COMING SOON

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 209

**"I'm
one
of
Halsey's
men!"**



**THE
GALLANT HOURS**
THE STORY OF ADMIRAL HALSEY
COMING SOON

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 207



THEY CALLED HIM THE BULL OF THE PACIFIC

His name was Halsey—but the enemy spelled it "Hell"! This is his story...deeply human and depth-charged! A story that goes beneath the battle ribbons of an Admiral—below the decks of a fighting fleet...to bring you the burning, personal side of war!

Robert Montgomery presents

James Cagney
as **Admiral Halsey**

The Gallant Hours

THE PROUDEST HOURS

IN MOTION PICTURES!



With **DENNIS WEAVER**

Produced and Directed by

ROBERT MONTGOMERY · BEIRNE LAY and FRANK GILROY

A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture • Released thru UNITED ARTISTS

T H E A T R E

3 Cols. x 134 Lines—402 Lines (29 Inches)

Mat 302



THIS WAS ADMIRAL HALSEY THE BULL OF THE PACIFIC...

His Name Was Halsey — But The Enemy Spelled It "Hell"! This Is Deeply Depth-Charged! A Story That Goes Beneath The Battle Ribbons Of An Admiral — Below The Decks Of A Fighting Fleet...To Bring You The Burning Personal Side Of War!

Robert Montgomery presents

James Cagney
as **Admiral Halsey**

The Gallant Hours

With **DENNIS WEAVER**

Produced and Directed by

ROBERT MONTGOMERY · BEIRNE LAY and FRANK GILROY

A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture

Released thru UNITED ARTISTS

T H E A T R E

2 Cols. x 126 Lines—252 Lines (18 Inches)

Mat 205

"Find the enemy and attack... repeat attack!"

This Was The Order Of The Day By The Bull Named Halsey... And This Was The Roar Heard 'Round The Pacific!

Robert Montgomery presents

James Cagney
as **Admiral Halsey**

THE GALLANT HOURS

Produced and Directed by

Screenplay by

DENNIS WEAVER · ROBERT MONTGOMERY · BEIRNE LAY and FRANK GILROY

A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture • Released thru UNITED ARTISTS

T H E A T R E

3 Cols. x 75 Lines—225 Lines (16 Inches)

Mat 304

Official Billing

Robert Montgomery presents

James Cagney
as **Admiral Halsey in**

"The Gallant Hours"

with

Dennis Weaver

optional

100%

optional

100%

50%

Ward Costello
Richard Jaeckel
Les Tremayne
Robert Burton
Raymond Bailey
Carl Benton Reid
Walter Sande
Karl Swenson
Vaughn Taylor

(no advertising requirements)

25%

Produced and Directed by Robert Montgomery

50%

Screenplay by Beirne Lay and Frank Gilroy

50%

A Cagney-Montgomery Productions, Inc. Picture

25%

Released thru UNITED ARTISTS

25%

**THIS WAS
THE BULL OF THE PACIFIC!**
His name was Halsey—But The Enemy
Spelled It "Hell"! This Is His Story...
Deeply Human And Depth-Charged! A
Story That Goes Beneath The Battle
Ribbons Of An Admiral—Below The
Decks Of A Fighting Fleet...To Bring You
The Burning, Personal Side Of War!



Robert
Montgomery
presents

James Cagney
as **Admiral Halsey**

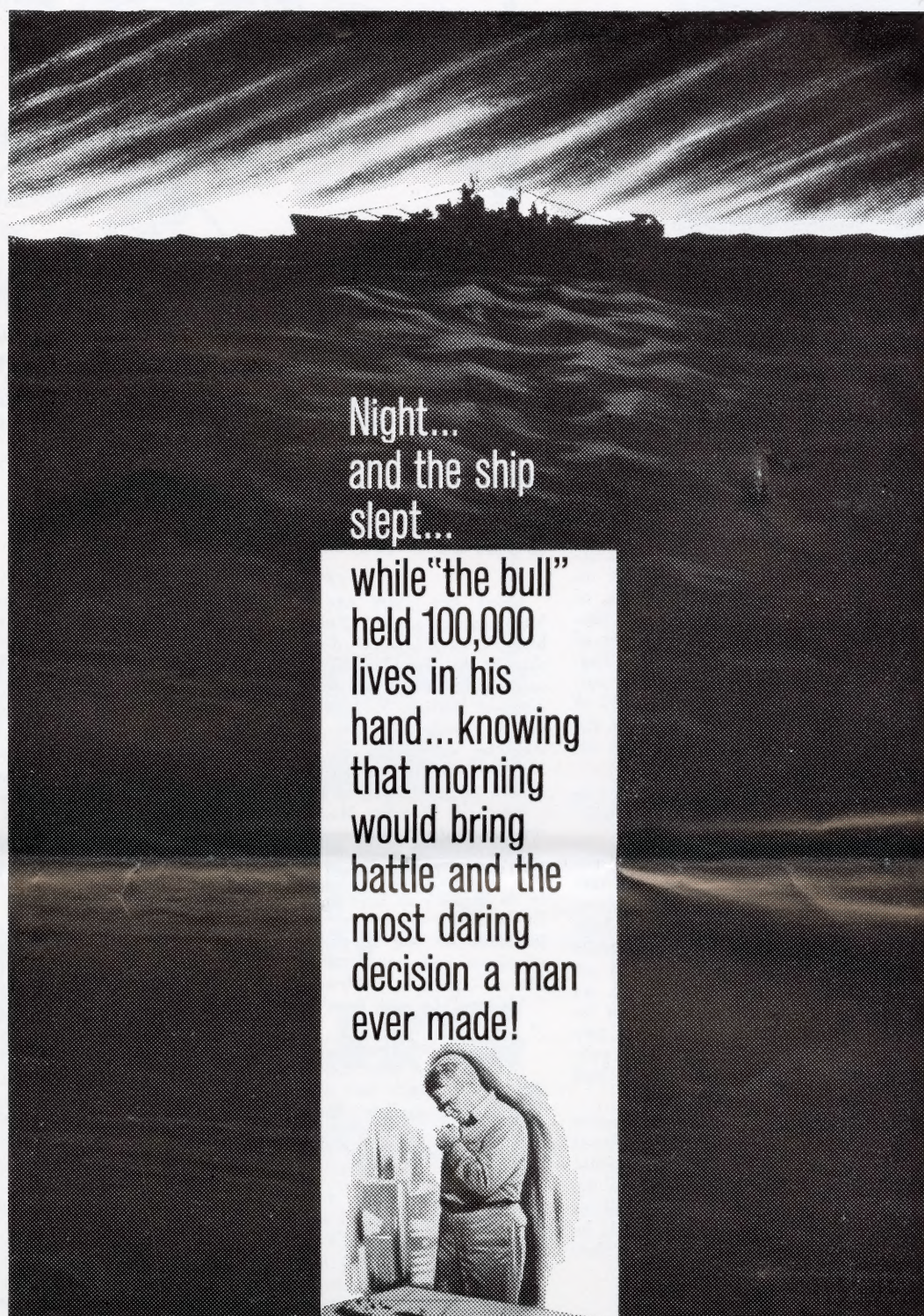
THE GALLANT HOURS

Produced and Directed by **ROBERT MONTGOMERY** Screenplay by
With **DENNIS WEAVER** • **ROBERT MONTGOMERY** • **BEIRNE LAY** and **FRANK GILROY**
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture • Released thru UNITED ARTISTS

T H E A T R E

2 Cols. x 98 Lines—196 Lines (14 Inches)

Mat 204



Night...
and the ship
slept...

while "the bull"
held 100,000
lives in his
hand...knowing
that morning
would bring
battle and the
most daring
decision a man
ever made!



Robert Montgomery
presents

JAMES CAGNEY
as **Admiral Halsey**
THE GALLANT HOURS

With **DENNIS WEAVER**

Produced and Directed by

ROBERT MONTGOMERY

A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture • Released thru UNITED ARTISTS



Screenplay by

BEIRNE LAY

and

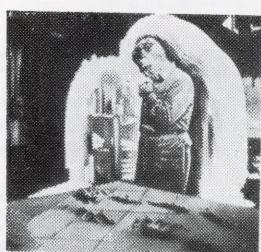
FRANK GILROY

T H E A T R E

3 Cols. x 167 Lines—501 Lines (36 Inches)

Mat 303

ART STILLS



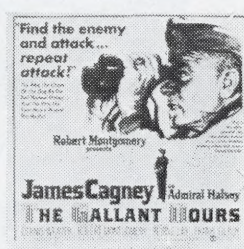
GH-ART-1



GH-ART-2



GH-ART-3



GH-ART-4



GH-ART-5



GH-ART-6

Order by number from National Screen Exchange

TV AND RADIO AIDS TO REACH THEM ALL!



STYLE "A"



STYLE "B"

NOTE: Theatre copy added locally can be done only on the telop imprint.

AUDIO:

"Find the enemy and attack . . . repeat attack . . . this was the order of the day by the "Bull" named Halsey as Robert Montgomery presents James Cagney in "The Gallant Hours" . . . the deeply human story that goes beneath the battle ribbons of an admiral . . . below the decks of a fighting fleet to bring you the burning, personal side of war! "THE GALLANT HOURS" coming on . . . to the Bijou Theatre.

Order only from:

QQ TITLE CARD CO., 247 West 46th Street, New York, N. Y.

TELOPS OR SLIDES

This visual announcement for 20-second spot comes in two forms: 1. A glass slide. 2. A "telop" print. Check with TV station for form they prefer before ordering. Style "A" is to be used for regular 20-second announcement. Style "B" is to be used for station break announcement. Call letters will be included at no extra charge.

PRICES:

\$5.00 without theatre imprint.
\$6.00 with theatre imprint.
\$2.00 for each additional slide or telop.

FREE! SENSATIONAL SUSKI SPOTS!

FREE! RADIO SPOTS

This platter contains 1-minute announcements, 30-second spots and 15-second station breaks all loaded with the heroic action and excitement of "The Gallant Hours" plus special sound effects and unusual vocal attention-getters. All allow plenty of time for your own commercial.

FREE! LOBBY SPOTS

This sound record has special sound effects, narration, music and vocal effects. For your p.a. system in lobby and out front. Plays continuously on an automatic 45 rpm changer.

FREE! STAR INTERVIEWS

This double-sided platter contains a 5-minute interview with James Cagney and Robert Montgomery on one side and Dennis Weaver interview on the other side. Each interview describes interesting sidelights of the production. Surfire addition to any leading radio show.

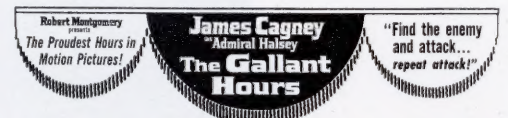
TV spots and radio transcriptions described above will be shipped FREE while the supplies last. Write to Exploitation Dept., 729 Seventh Avenue, New York 19, N. Y.

EXPLOITATION



SPECIAL 3-PIECE STREAMER

15 feet long in 3 separate pieces strung together. Complete streamer . . . \$15.00



DE LUXE SECTIONAL VALANCE

Use in your lobby in advance and under marquee during your run. Order any length you need at \$1.50 per running foot.



AUTO BUMPER STRIP

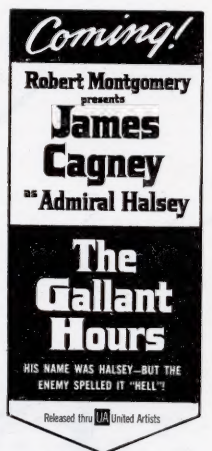
Make every car, cab and truck a roving billboard. Each is 26" x 4 1/2" in size. Each . . . \$1.00 minimum order, 15 strips.

USHER'S BADGE

For your staff to wear in advance. only 40 cents each.

PLASTIC PENNANTS

100 foot string on sturdy rope, 48 pennants to the string in the national colors . . . red, white and blue. Each pennant is 12 x 18 inches in size. Price per string of 100 pennants . . . \$7.50



SAILORS' "PIN-UP" GIRL CONTEST

Stage a search for a girl to be selected by local Navy men as the ideal "pin-up" girl. All contestants need do is submit photos of themselves in costumes which they feel would most represent the sailors' dream girl. Three girls could be chosen as finalists and judged from your stage or by cooperating TV station by a panel of U. S. Navy men. If newspaper sponsors the search they run photos of several contestants each day with covering story. You announce the contest on your screen and in your lobby. Suggest cooperation of local merchants who donate prizes.

GALLANT HOURS CONTEST

Stage a contest with newspaper sponsorship if possible in which all fans are asked to submit letters of 100 words or less describing their own most Gallant Hours. Award prizes for best letters.

Cagney as Admiral Halsey In 'The Gallant Hours'

(General Advance Feature)

Two of Hollywood's most lustrous names have combined to bring to the screen the exploits of Admiral William F. Halsey, one of the authentically great naval heroes of World War II. The new and promising independent production company, called Cagney-Montgomery Productions, has filmed "The Gallant Hours," opening on . . . at the . . . Theatre through United Artists release.

James Cagney is the star of the picture, playing the role of Admiral Halsey.

Robert Montgomery is producer and director.

"The Gallant Hours" is the story of the fantastic five-week period, from mid-October through mid-November of 1942, in which a handful of army, navy and marine personnel, under the command of "Bull" Halsey, stopped the numerically superior Japanese dead in their tracks and turned the tide of World War II. It is a realistic, no-punches-pulled account of modern warfare, from the viewpoint of one of the saltiest and most colorful personalities in the Allied high command.

Supporting Cagney in the starring role are such noted feature players as Dennis Weaver, Richard Caryl, Carl Benton Reid, Ward Costello, Robert Burton, Les Tremayne, Raymond Bailey, Walter Sande, Vaughan Taylor and Richard Jaeckel.

Although he has previously directed three successful movies ("Lady in the Lake," "Ride the Pink Horse" and "Eye Witness")

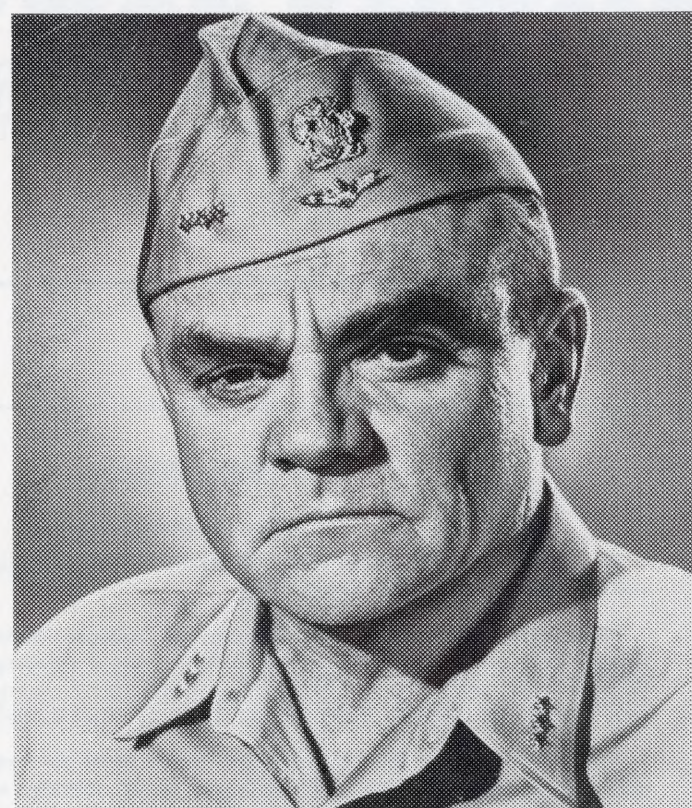
Montgomery fakes his bow in the dual capacity of producer and director with "The Gallant Hours." The original screenplay was written by Beirne Lay Jr. and Frank D. Gilroy. Joe MacDonald, A.S.C., was chief cinematographer. The musical score was composed and conducted by Roger Wagner and sung by the Roger Wagner Chorale.

"The Gallant Hours" marks the start of James Cagney's thirtieth year in films. It is his 99th picture, but only the fourth in which he has portrayed a real-life personage. The previous three in this genre were "Yankee Doodle Dandy" (George M. Cohan), "Love Me or Leave Me" (The Gimp—Ruth Etting's manager-husband) and "Man of 1000 Faces" (Lon Chaney).

Cagney rates Admiral Halsey as far and away the most difficult to portray from the actor's viewpoint.

Westerns to Women

Dennis Weaver, the drawling Chester of television's "Gunsmoke" abandons his drawl, his limp and his long hair for a role as—of all things—a lady-chasing officer on the staff of Admiral Halsey in "The Gallant Hours," opening on . . . at the . . . Theatre through United Artists release. Weaver, incidentally (though the influences are hardly notable in his portrayal of Chester) is a former member of the famed Actors Studio. "The Gallant Hours," which depicts the wartime exploits of "Bull" Halsey, stars James Cagney as the admiral.



Still CH-10

Versatile actor James Cagney plays the stalwart Admiral Halsey in "The Gallant Hours," a United Artists release opening . . . at the . . . Theatre. Produced and directed by Robert Montgomery, the picture tells of Halsey's part in turning back the Japanese in the South Pacific during World War II.

Little Change

Jimmy Cagney's facial resemblance to Fleet Admiral William Halsey is so remarkable that, for his role as the great wartime naval hero in "The Gallant Hours," he "made up" by applying a coat of tan and brushing his eyebrows up to make them bushy.

Offspring

If you look hard, you might be able to detect one second-generation Cagney and one-second-generation Montgomery in "The Gallant Hours," which stars James Cagney and was produced and directed by Robert Montgomery. Robert Montgomery Jr. and James Cagney Jr. play bit roles as marines.

'GALLANT HOURS' TELLS HEROIC HALSEY STORY

(Prepared Review)

The tide in the affairs of men which, taken at the flood, leads on to fortune (W. Shakespeare) swept up to Admiral William F. Halsey on October 18, 1942. That was the day on which he was given the command of the South Pacific area and with it the impossible task of turning back an overwhelming superior Japanese force in order to prevent vital Guadalcanal from becoming another Bataan disaster.

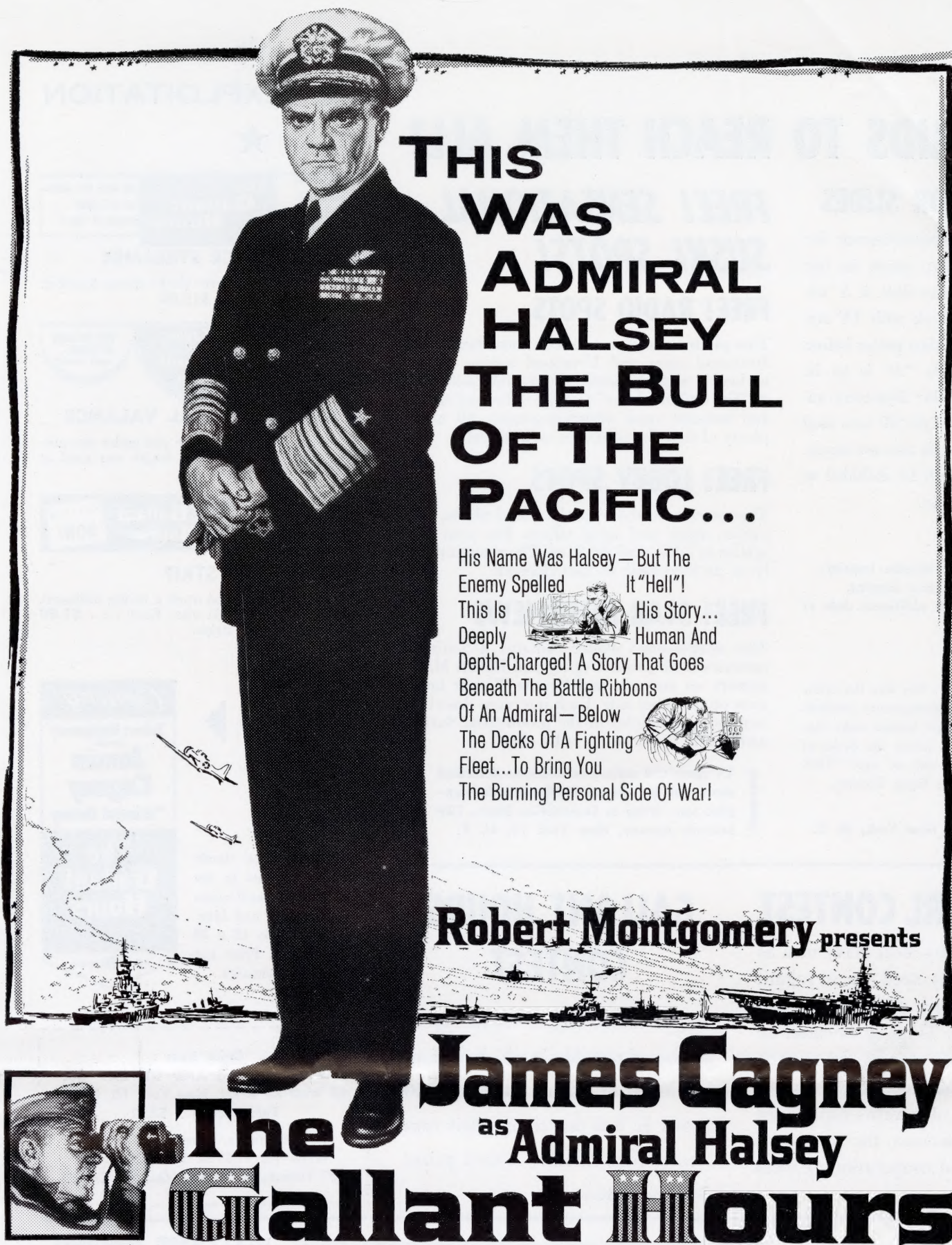
By mid-November, against prohibitive odds, he had turned the trick.

It is this heightened period, this five weeks in the life of Bull Halsey, that forms the story of the new film, "The Gallant Hours" which opened yesterday at the . . . Theatre through United Artists release.

"The Gallant Hours" is a realistic, no-punches-pulled account of modern warfare, from the viewpoint of one of the saltiest and most colorful personalities in the Allied high command.

James Cagney, a versatile actor, who inevitably lends zest and vibrancy to any film, again sparkles in the role of the undaunted Admiral Halsey. He plays the man who was responsible for a large part of the Japanese defeat in the full depth of his emotions and moods.

Robert Montgomery, who makes his bow as producer-director with this film, is to be acclaimed with having launched a new double career for himself.



THIS WAS ADMIRAL HALSEY THE BULL OF THE PACIFIC...

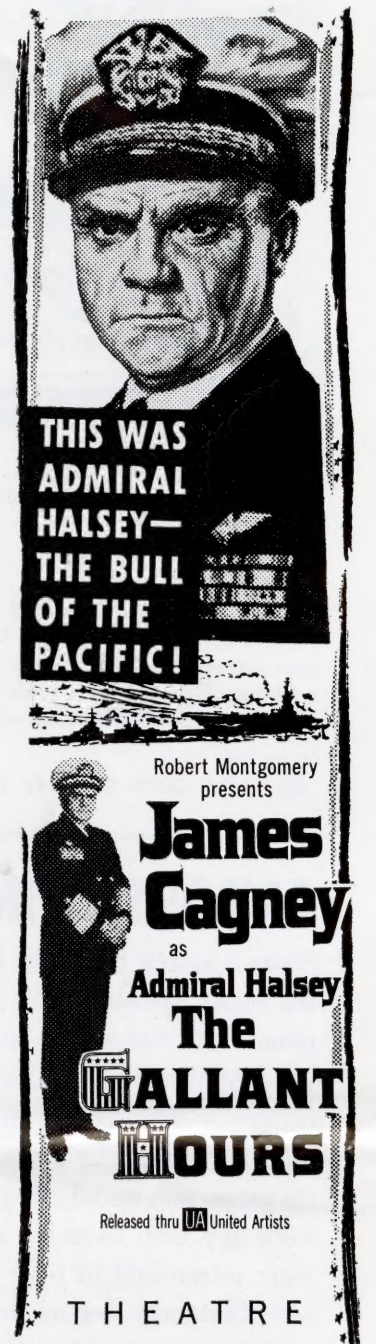
His Name Was Halsey — But The Enemy Spelled It "Hell"! This Is His Story... Deeply Human And Depth-Charged! A Story That Goes Beneath The Battle Ribbons Of An Admiral — Below The Decks Of A Fighting Fleet...To Bring You The Burning Personal Side Of War!

Robert Montgomery presents

James Cagney as Admiral Halsey The Gallant Hours

With DENNIS WEAVER • ROBERT MONTGOMERY • BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture • Released thru UNITED ARTISTS

T H E A T R E



THIS WAS ADMIRAL HALSEY—THE BULL OF THE PACIFIC!

Robert Montgomery presents

James Cagney as Admiral Halsey The Gallant Hours

Released thru UA United Artists

T H E A T R E

1 Col. x 98 Lines (7 Inches)
Mat 104

4 Cols. x 150 Lines—600 Lines (43 Inches)

Mat 401

The Cast

Admiral William F. Halsey, Jr. James Cagney
Lt. Cmdr. Andy Lowe Dennis Weaver
Capt. Harry Black Ward Costello
Lt. Cmdr. Roy Webb Richard Jaeckel
Capt. Frank Enright Les Tremayne
Maj. Gen. Roy Geiger Robert Burton
Maj. Gen. Archie Vandegriff
Raymond Bailey
Adm. Ghormley Carl Benton Reid
Capt. Horace Keye Walter Sande
Capt. Bill Bailey Karl Swenson
Cmdr. Mike Pulaski Vaughn Taylor
Capt. Joe Foss Harry Landers
Father Gehring Richard Carlyle
Manuel Leon Lontoe
Ad. Isoroku Yamamoto James T. Goto
Rear Adm. Jiro Kobe James Yagi
Lt. Harrison Ludlum John McKee
Maj. Gen. Harmon John Zaremba
Col. Evans Carlson Carleton Young
Capt. Tom Lanphier William Schallert
Adm. Callaghan Nelson Leigh
Adm. Scott Sydney Smith
Adm. Murray Herbert Lytton
Adm. Chester Nimitz Selmar Jackson
Adm. Ernest J. King Tyler McVey
Red Cross Girl Maggie Magennis

The Story

(Not for Publication)

The gallant hours in the life of William F. Halsey, Jr. (James Cagney) began on October 18, 1942 and extended for only a few bloody weeks.

When Halsey and his staff (Dennis Weaver, Les Tremayne, Walter Sande, Karl Swenson) land in Noumen on a routine inspection tour, the admiral is handed a message from Nimitz by Cmdr. Pulaski (Vaughn Taylor) an intelligence officer. Halsey is instructed to assume command of the South Pacific area, relieving his long-time friend Admiral Ghormley (Carl Benton Reid).

From commanders on Guadalcanal, Halsey quickly learns the magnitude of the job he faces and what must be done to hold the island so that the enemy's relentless advance will be halted. He visits troops on Guadalcanal, boosts morale and causes resistance to stiffen.

When the Japanese start another invasion, Halsey sends a handful of ships out with the order "Attack, repeat, attack." Although the carrier Hornet is lost and the Enterprise badly crippled, the enemy is hurt and the fleet withdraws to Truk.

Admiral Yamamoto, (James T. Goto) hoping to duplicate with Japanese troops the moral-building feat of Halsey's on Guadalcanal, decides to gamble and fly to Bougainville. A coded message is sent to alert local commanders. This is intercepted and relayed to Washington.

Yamamoto and the Japanese fleet continues toward Guadalcanal. Momentous news arrives. The Japanese code has been broken and Yamamoto's flight to Bougainville is revealed. Halsey rushes to Guadalcanal and orders army P-38's to take off after Yamamoto.

The conflict comes to a smashing close. Planes rout the invading fleet. Escort ships abandon the transports and the troops are slaughtered by strafing planes. And word arrives that Yamamoto's plane has been shot down by Lt. Tom Lanphier (William Schallert). The tide of battle has turned.

RUNNING TIME: 115 MINUTES

Production Staff

Producer Robert Montgomery
Director Robert Montgomery
Written by Beirne Lay, Jr. and Frank D. Gilroy
Music Composed and Conducted by Roger Wagner
Sung by Roger Wagner Chorale
Director of Photography Joe MacDonald, A.S.C.
Art Director Wiard Ihnen
Technical Supervisor Capt. Idris B. Monahan, USN (Ret.)
Technical Consultant Capt. Joseph U. Lademan, USN (Ret.)
Japanese Naval Technical Advisor James T. Goto
Editorial Supervision Fredrick Y. Smith, A.C.E.
Music Editor Alfred Perry
Effects Editor Finn Ulback
Narration on Japanese Sequences Art Gilmore
Set Decoration Frank McKelvy
Makeup Loran Cosand

Cagney Reforms— No Longer Bucks The Law—In Films

(James Cagney Feature)

Although latterly he has been good as gold, James Cagney has spent fully one-quarter of his long and distinguished film career (30 years and 59 pictures) spitting in the eye of the law.

That, of course, was back in his salad days. These days, he's more likely than not to be playing somebody like Fleet Admiral William F. Halsey, commander of the Allied forces in the South Pacific during World War II, and one of America's authentically great naval heroes.

By a coincidence, it is "Bull" Halsey whom Cagney portrays in his latest picture, "The Gallant Hours," opening on at the Theatre through United Artists release.

"The Gallant Hours" is the story of the fantastic five-week period in the life of Admiral Halsey in which, against overwhelming odds, he succeeded in stopping the Japanese dead in their tracks and turning the tide of war.

Jimmy Cagney made his screen debut in a picture called "Sinner's Holiday," in the role of a murderer. Then he was a gangster in "Doorway to Hell." And then, of course, he soared to immense popularity as the brutal racketeer of "Public Enemy." In all, by Cagney's count, he has been an out-and-out criminal in at least 15 of his pictures, and a teeterer on the borderline of respectability in another half dozen.

Several times, in such pictures as "G-Man" and "The Mayor of Hell," he has been a lawman.

He has played newspapermen in about a half-dozen pictures (are these borderline cases?), a show-business figure in another half-dozen (including "Yankee Doodle Dandy," for which he won an Oscar), a prize-fighter twice, an airplane pilot three times, an insurance salesman, a bellhop, racing driver, taxi-driver, dentist, politician . . . there has been no lack of variety in his roles.

As for the services, he has never before achieved the dizzy heights of Admiral, as in "The Gallant Hours." Best he ever did was the rank of Commander in "Mister Roberts," and, some time back, he was a plain, no-rank goby in "Here Comes the Navy."

Taps Off Weight

No setting up exercises for Jimmy Cagney, who trimmed down fifteen pounds in two weeks for his role as Admiral William Halsey in "The Gallant Hours," opening on at the Theatre through United Artists release. Ex-hooper Cagney shaved off the excess lard by tap-dancing three to four hours a day. The exciting story of "Bull" Halsey's fabulous World War II exploits, "The Gallant Hours" was produced and directed by Robert Montgomery.

No English

Not a single word of English is spoken by the Japanese actors in "The Gallant Hours," starring James Cagney as Admiral "Bull" Halsey, and opening on at the Theatre through United Artists release. The voice of an unseen narrator will keep audiences posted on what the Japanese are up to. What they're up to is no good in this film depicting the wartime exploits of Admiral Halsey, one of the great naval heroes of World War II. Robert Montgomery produced and directed "The Gallant Hours."



(Use of this art restricted to publicity only. Use in paid advertising is expressly forbidden).

Cartoonist Al Hirschfeld depicts James Cagney as Admiral Halsey in "The Gallant Hours." The United Artists release, produced and directed by Robert Montgomery will open at the Theatre. The film tells of those gallant hours during World War II when Admiral Halsey turned back the Japanese advance in the South Pacific.

Idea for 'The Gallant Hours' Started at Halsey Party

(Production Feature)

About two years ago Robert Montgomery, an old Navy hand himself, stood on the deck of a ship in the Brooklyn Navy Yard, and watched an old sea dog named Admiral William F. Halsey come up the gangplank. The occasion was the celebration of Halsey's 75th birthday, and he was coming aboard for the cutting of his cake.

Whatever thoughts Montgomery might have had at the sight of the gallant old fighter to whom everyone on the crowded deck had come to do homage, he kept to himself. But when the celebration was over, he made his way to the nearest telephone and put in a call to James Cagney in Hollywood.

"Jimmy," he said, "you're going to play Bull Halsey."

"Great," said Cagney.

And with no more travail than that, a new movie was conceived. Titled "The Gallant Hours," it opens on at the Theatre through United Artists release.

"The Gallant Hours" deals with that fantastic period of less than five weeks, from mid-October to mid-November of 1942, in which a handful of army, navy and marine personnel under the dynamic command of Admiral Halsey stopped the numerically superior Japanese dead in their tracks. It is a realistic, no-punches-pulled account of

modern warfare, from the viewpoint of one of the saltiest and most colorful personalities in the Allied high command.

Cagney, of course, is Admiral Halsey, and the strong supporting cast is headed by Dennis Weaver, Richard Carlyle, Carl Benton Reid, Les Tremayne, Walter Sande and Richard Jaeckel. A Cagney-Montgomery Production, "The Gallant Hours" was produced and directed by Robert Montgomery, making his bow in that double capacity.

If the birth of "The Gallant Hours" was swift and painless, its growth from idea to completion was not. A year and a half was spent in an excruciatingly thorough documentation of material. Books were read, newspapers endlessly scanned, volumes of official documents examined. A skilled interviewer with a tape recorder was dispatched to all parts of the country to speak to hundreds of people who had served under Halsey. The result was more than twenty hours of taped interviews, a garland of views of Halsey the man and the sailor, culled from every conceivable angle.

Out of the written material and the spoken, the rounded portrait of one of the authentic heroes of World War II was put together and fashioned into a screenplay.

Bob Montgomery Returns To Movies and Hollywood

(Robert Montgomery Feature)

Ten years ago, Robert Montgomery quit Hollywood for television. Some of his friends shook their heads in dismay, others spoke feelingly of his "courage" in throwing up a twenty-year career.

For seven years he conducted the "Robert Montgomery Presents" show, one of the best dramatic programs on television. And now he has gone back to Hollywood. His reasons are interesting.

Montgomery's first picture after his decade-long sabbatical, "The Gallant Hours," finds him in the dual role of producer and director. The star is his partner in the independent producing firm of Cagney-Montgomery Productions—James Cagney, who plays the role of Admiral William F. Halsey, one of the authentically great heroes of World War II.

"The Gallant Hours," which opens on at the Theatre through United Artists re-

lease, deals with that fantastic period of less than five weeks in 1942 in which a handful of army, navy and marine personnel, under the dynamic command of "Bull" Halsey, stopped the then powerful Japanese dead in their tracks and turned the tide of war.

Montgomery has returned to Hollywood for artistic reasons. The simplest and most basic of artistic reasons—freedom. He believes that this vital ingredient is no longer obtainable in television.

"Audiences are a lot smarter they're given credit for, and their instincts for quality are amazing. Believe me, the audience is the only segment of show business that has never failed. I think Hollywood has begun to recognize this. And so I'm back in Hollywood, where, within limits dictated only by good taste, I can make the kind of picture that appeals to the adult mind—and no holds barred."

World War II Brass Dominates Cast of 'The Gallant Hours'

(Production Feature)

For collectors of brass (type: military, genus: World War II), "The Gallant Hours," opening on at the Theatre through United Artists release, is a mother-lode. In this yarn dealing with the critical days in the life of Admiral William F. Halsey, one of the great naval heroes of the war, some sixteen real-life officers of high and low degree—mostly high—are portrayed.

Most prominent, of course, is Bull Halsey, who is on screen for ninety percent of the film's footage, and is played by James Cagney.

"The Gallant Hours" deals with that fantastic period of less than five weeks in which a handful of army, navy, and marine personnel, under the dynamic command of Admiral Halsey, stopped the numerically superior Japanese dead in their tracks.

Prominent among the real-life people portrayed in "The Gallant Hours" are Major General A. A. Vandergrift, commander of the marines on embattled Guadalcanal, and played by Raymond Bailey. Richard Carlyle also has a major role as Rev. Frederick P. Gehring, Navy Chaplain who became famous as the Padre of Guadalcanal and later received the Legion of Merit.

William Halsey III, son of the Admiral, was an ensign in the South Pacific at the time of the film's story; he is played by John Brennon. Thomas Lanphier, now a vice-president of Convair, was the army lieutenant who shot down the planes carrying Admiral Yamamoto, Halsey's chief adversary in the Pacific. Joe Foss, the first man to break Eddie Rickenbacker's World War I record of twenty-five enemy kills, and currently the Governor of South Dakota, portrayed by Harry Landers.

Among the top brass who "appear" in "The Gallant Hours" are Admiral Gormley (Carl Benton Reid), Major General Roy S. Geiger, Marine aviation commander of the celebrated "Cactus Air Force" (Robert Burton), Major General Millard Harmon, commander of the Army Air Force on Guadalcanal (John Zaremba), and Colonel Evans Carlson of Raider fame, Rear Admiral Kelly Turner, and Admirals Chester Nimitz, Ernest King, Norm Scott and Dan Callaghan. And last, but hardly least, Admiral Isoroku Yamamoto, played by James T. Goto, an officer on the staff of Yamamoto during the attack on Guadalcanal.

Airstrip Recreated

Henderson Field, a memory both prayerful and profane to thousands of World War II veterans, was recreated in precise detail for key sequences in "The Gallant Hours," opening on at the Theatre through United Artists release.



Still CH-77

James Cagney as Admiral Halsey outlines battle plans to his men prior to a concerted attack on the Japanese stronghold on Guadalcanal. "The Gallant Hours," a United Artists release, produced and directed by Robert Montgomery, will open at the Theatre.

Mat 2C

"Find the enemy
and attack...
repeat attack!"



Robert Montgomery presents

James Cagney
as **Admiral Halsey**

THE GALLANT HOURS

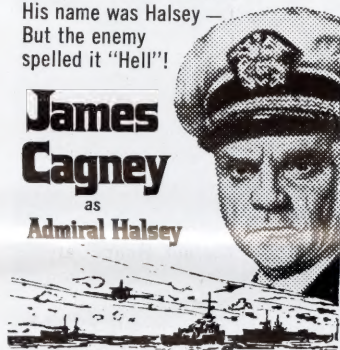
Released thru UNITED ARTISTS

T H E A T R E

1 Col. x 70 Lines (5 Inches)
Mat 103

THIS WAS THE
BULL OF THE PACIFIC!
His name was Halsey —
But the enemy
spelled it "Hell"!

James Cagney
as **Admiral Halsey**



THE GALLANT HOURS

Released thru UNITED ARTISTS

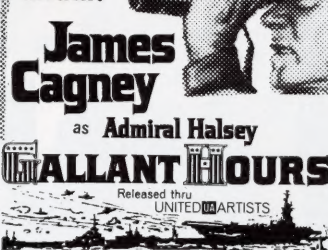
T H E A T R E

1 Col. x 42 Lines (3 Inches)
Mat 102

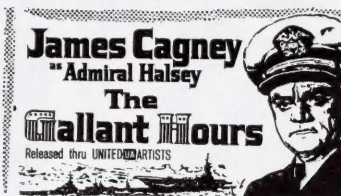


Still GH-Art 7 Mat 1A
An artist's conception of James Cagney as Admiral Halsey. Cagney portrays the fighting admiral in "The Gallant Hours," which was produced and directed by Robert Montgomery. The picture, a United Artists release, will open at the Theatre.

"Find the enemy
and attack...
repeat
attack!"



1 Col. x 28 Lines (2 Inches)



1 Col. x 14 Lines (1 Inch)
Both on Mat 101

SPECIAL MAT No. 1

All on one mat at a special low price
from National Screen Exchange.

"Find the enemy
and attack...
repeat
attack!"

This Was The Order
Of The Day By The
Bull Named Halsey...
And This Was The
Roar Heard 'Round
The Pacific!



Robert Montgomery
presents

James Cagney
as **Admiral Halsey**

THE GALLANT HOURS

Produced and Directed by ROBERT MONTGOMERY Screenplay by DENNIS WEAVER • ROBERT MONTGOMERY • BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture • Released thru UNITED ARTISTS

T H E A T R E

2 Cols. x 70 Lines—140 Lines (10 Inches)

Mat 203



Still GH-69

Mat 2B

James Cagney as Admiral Halsey outlines naval battle maneuvers to his subordinates in a crucial development during World War II. "The Gallant Hours," a United Artists release, produced and directed by Robert Montgomery, will open at the Theatre.

THIS WAS THE BULL OF THE PACIFIC!
His name was Halsey —
But the enemy
spelled it "Hell"!

James Cagney
as **Admiral Halsey**
THE GALLANT HOURS

Released Thru United Artists
T H E A T R E

2 Cols. x 28 Lines—56 Lines (4 Inches)

THEY CALLED HIM THE BULL OF THE PACIFIC!

James Cagney
as **Admiral Halsey**
The Gallant Hours

Released Thru United Artists



2 Cols. x 14 Lines—28 Lines (2 Inches)

Both on Mat 201

THIS WAS THE BULL OF THE PACIFIC!

HIS NAME WAS HALSEY—BUT THE
ENEMY SPOILED IT "HELL"!

This is
the salty,
personal
log—the
deeply
human
story
—of the
bristling
bulldog
whose
hell-raisers
turned the
tide!



Robert Montgomery presents

James Cagney
as **Admiral Halsey**
The Gallant Hours

Released Thru United Artists

T H E A T R E

2 Cols. x 49 Lines—98 Lines (7 Inches)

Mat 202

POSTERS

★ ★ ★ ★ AND

LOBBIES

AT NATIONAL SCREEN EXCHANGE

"Find the enemy and attack... repeat attack!"

This Was The Order Of The Day By The Bull Named Halsey... And This Was The Roar Heard 'Round The Pacific!

Robert Montgomery presents

James Cagney as Admiral Halsey

THE ALLANT HOURS

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

6-SHEET

★ ★ ★ ★

THEY CALLED HIM THE BULL OF THE PACIFIC

His name was Halsey... but the enemy spelled it "Hell!"

Robert Montgomery presents

James Cagney as Admiral Halsey

The Allant Hours

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

3-SHEET

THIS WAS ADMIRAL HALSEY THE BULL OF THE PACIFIC...

His Name Was Halsey... But The Enemy Spelled It "Hell!"

Robert Montgomery presents

James Cagney as Admiral Halsey

The Allant Hours

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

1-SHEET

THIS WAS ADMIRAL HALSEY THE BULL OF THE PACIFIC...

His Name Was Halsey... But The Enemy Spelled It "Hell!"

Robert Montgomery presents

James Cagney as Admiral Halsey

The Allant Hours

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

INSERT CARD

THIS WAS ADMIRAL HALSEY THE BULL OF THE PACIFIC...

His Name Was Halsey... But The Enemy Spelled It "Hell!"

Robert Montgomery presents

James Cagney as Admiral Halsey

The Allant Hours

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

WINDOW CARD

"Find the enemy and attack... repeat attack!"

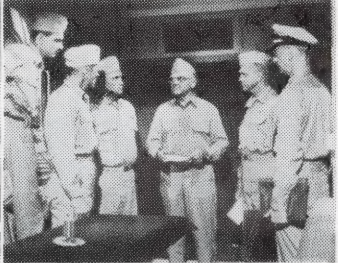
This Was The Order Of The Day By The Bull Named Halsey... And This Was The Roar Heard 'Round The Pacific!

Robert Montgomery presents

James Cagney as Admiral Halsey

THE ALLANT HOURS

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS



SET OF 8—11 x 14 LOBBY CARDS

THEY CALLED HIM THE BULL OF THE PACIFIC...

His Name Was Halsey... But The Enemy Spelled It "Hell!"

Robert Montgomery presents

James Cagney as Admiral Halsey

The Allant Hours

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

"Find the enemy and attack... repeat attack!"

This Was The Order Of The Day By The Bull Named Halsey... And This Was The Roar Heard 'Round The Pacific!

Robert Montgomery presents

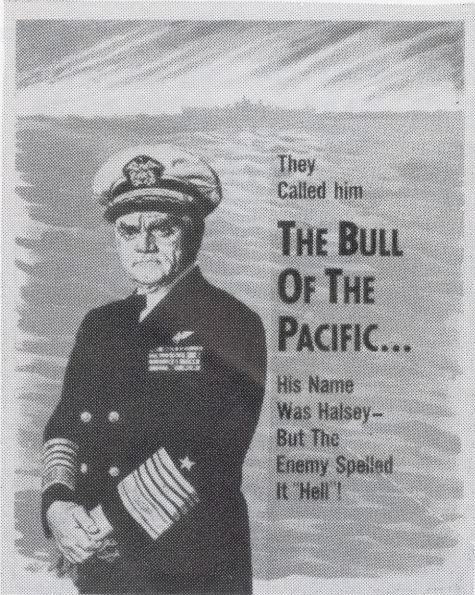
James Cagney as Admiral Halsey

THE ALLANT HOURS

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

SET OF 2—22 x 28 LOBBY CARDS

HERALD SELLS HEROIC LIFE DRAMA!



Order directly from:

COVER

CATO SHOW PRINTING., CATO, N. Y.

UNIMPRINTED
HERALDS

\$5.25 per M

IMPRINTED
HERALDS

1000	\$ 9.25
2000	15.75
3000	22.25
4000	28.75

On imprinted heralds there will be an additional charge of 60 cents per 1000 for quantities under 5000.

All prices quoted are F.O.B., Cato, N. Y. Check or money order must accompany order. Please advise how to ship. If shipped parcel post, charges will be billed separately.

"Find the enemy and attack... repeat attack!"

This Was The Order Of The Day By The Bull Named Halsey... And This Was The Roar Heard 'Round The Pacific!

Robert Montgomery presents

James Cagney as Admiral Halsey

The Allant Hours

With DENNIS WEAVER / ROBERT MONTGOMERY / BEIRNE LAY and FRANK GILROY
A CAGNEY-MONTGOMERY PRODUCTIONS, INC. Picture / Produced by UNITED ARTISTS

INSIDE SPREAD 11 x 17

Phone TRemont 8-0861

**Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

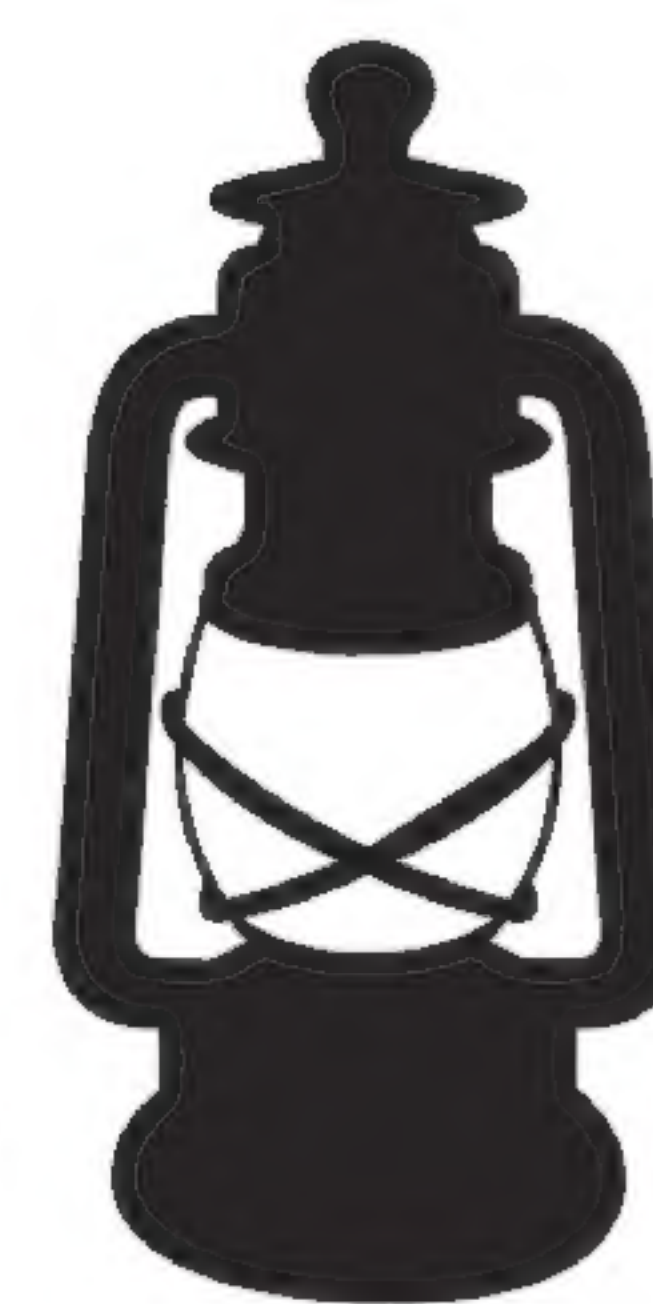


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY**

DIGITAL LIBRARY



www.mediahistoryproject.org